

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
[P04]
Printed in U.S.A.

AD# 360-C2 "BONANZA!"-REQ# M-93336-Page 4/C-19 1/16" x 11 1/2" National Enquirer, 1987



PLAYERS LIGHTS 25's

5 extra per pack!

Bonanza!



25 for the
price of 20.

Kings
& 100's
Regular and
Menthol

© Philip Morris Inc. 1987

MS's suggested pricing based on full price brands.

Kings: 10 mg "tar," 0.8 mg nicotine -
100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.



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